

# SQL || DATA MART CASE STUDY

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Data Dart is my latest venture and I want your help to analyze the sales and performance of my venture. In June 2020 - large scale supply changes were made at Data Mart. All Data Mart products now use sustainable packaging methods in every single step from the farm all the way to the customer. I need your help to quantify the impact of this change on the sales performance for Data Mart and its separate business areas.

## -- 1. Which week numbers are missing from the dataset?

```
-- 1. Which week numbers are missing from the dataset?  
select distinct week_number  
from clean_weekly_sales  
order by week_number
```

Result Grid

	week_number
▶	12
	13
	14
	15
	16
	17
	18
	19
	20
	21
	22
	23
	24
	25

## -- 2. How many total transactions were there for each year in the dataset?

```
-- 2. How many total transactions were there for each year in the dataset?  
select count(transactions) as total_transaction, year_number  
from clean_weekly_sales  
group by year_number
```

Result Grid			Filter Rows:
	total_transaction	year_number	
▶	5711	2020	
	5708	2019	
	5698	2018	

### -- 3. What are the total sales for each region for each month?

```
-- 3. What are the total sales for each region for each month?
```

```
select region , month_number , sum(sales) as total_sales
from clean_weekly_sales
group by region, month_number
```

Result Grid	Filter Rows:	Exp
region	month_number	total_sales
ASIA	8	1663320609
USA	8	712002790
EUROPE	8	122102995
AFRICA	8	1809596890
CANADA	8	447073019
OCEANIA	8	2432313652
SOUTH AMERICA	8	221166052
AFRICA	7	1960219710
CANADA	7	477134947
USA	7	760331754
EUROPE	7	136757466
OCEANIA	7	2563459400
SOUTH AMERICA	7	235582776
ASIA	7	1768844756

Result 25 ×



#### -- 4. What is the total count of transactions for each platform?

```
-- 4. What is the total count of transactions for each platform?  
select platform, sum(transactions) as no_of_transaction  
from clean_weekly_sales  
group by platform
```

Result Grid   Filter Rows:

	platform	no_of_transaction
▶	Retail	1081934227
	Shopify	5925169

## -- 6. What is the percentage of sales by demographic for each year in the dataset?

-- 6. What is the percentage of sales by demographic for each year in the dataset?

```
select demographic, year_number , round( 100 * sum(sales)/ sum(sum(sales)) over (partition by demographic),2) as percentage_of_sales
from clean_weekly_sales
group by demographic, year_number
```

Result Grid	Filter Rows:	Export:
demographic	year_number	percentage_of_sales
Couples	2020	36.15
Couples	2019	33.47
Couples	2018	30.38
Families	2020	34.95
Families	2019	33.81
Families	2018	31.25
Unknown	2020	33.27
Unknown	2019	33.86
Unknown	2018	32.86

## -- 7. Which age\_band and demographic values contribute the most to Retail sales?

```
-- 7. Which age_band and demographic values contribute the most to Retail sales?  
select age_band, demographic, sum(sales) as total_sales  
from clean_weekly_sales  
where platform = "Retail"  
group by age_band, demographic
```

Result Grid	Filter Rows:	Exp
age_band	demographic	total_sales
Retiree	Couples	6370580014
Young Adult	Families	1770889293
Unknown	Unknown	16067285533
Young Adult	Couples	2602922797
Middle age	Couples	1854160330
Retiree	Families	6634686916
Middle age	Families	4354091554



**THANK YOU**

